

MARKETING
+
SALES
↓
GROWTH



Chitkara College of Sales & Retail Marketing aims to develop better trained, loyal, effective and efficient sales professionals by imparting in-depth knowledge of best sales techniques, complete sales process & effective sales management.

Pioneering Sales & Retail Marketing courses for rewarding careers

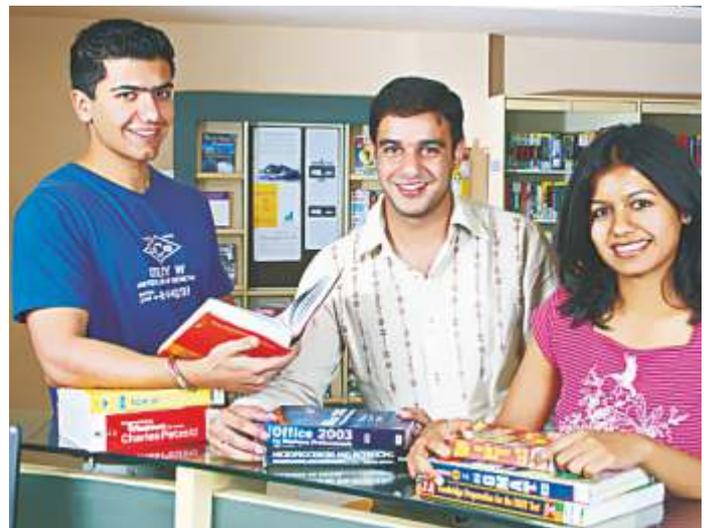


CHITKARA
COLLEGE OF
SALES & RETAIL
MARKETING

In today's competitive world, two of the most dynamic and fast moving areas in any organization are SALES and MARKETING. Marketing is an important aspect in any business since it contributes greatly to the success of the organization. Production and distribution depend largely on marketing. It is responsible for creating brand awareness as well as generating a need for products and services and ultimately creating leads for the sales team. The sales side is responsible for the conversion and closing of the deals which directly drive revenue.

Chitkara College of Sales & Retail Marketing is a Chitkara Education initiative to provide students, opportunity to grow vertically & horizontally in their career paths with sales & marketing specialization. All our programs are offered with 100% placement assistance with partner organisations which ensures a successful career start in various industry domains such as FMCG, Retail, Banking, Telecom, Automotive and other related sectors.

In the next couple of years, Chitkara College of Sales & Marketing should be synonymous with Sales & Marketing Education of Excellence and we should become the global leaders in that domain.



CHITKARA UNIVERSITY

PUNJAB

Our programs in Sales and Marketing would derive its strength from the strong academic reputation and proactive industry collaborations of Chitkara University which is the leading non-profit private University of Chandigarh with campuses in Punjab and Himachal Pradesh.



CHITKARA
UNIVERSITY

Chitkara University has been in the forefront of higher education in North India and boasts of a learning environment that represents a unique blend of distinguished faculty, brilliant students with strong industry collaborations and extensive partnerships with International Universities.

Our major academic programs are consistently ranked among top 50 in the country that speaks volumes about our enduring commitment, strong academic heritage and innovative teaching practices.

We offer full time Degree Programs in :

Engineering | Architecture | Hospitality | Pharmacy
Mass Communication | Business | Accounting
Allied Healthcare | Nursing | Education



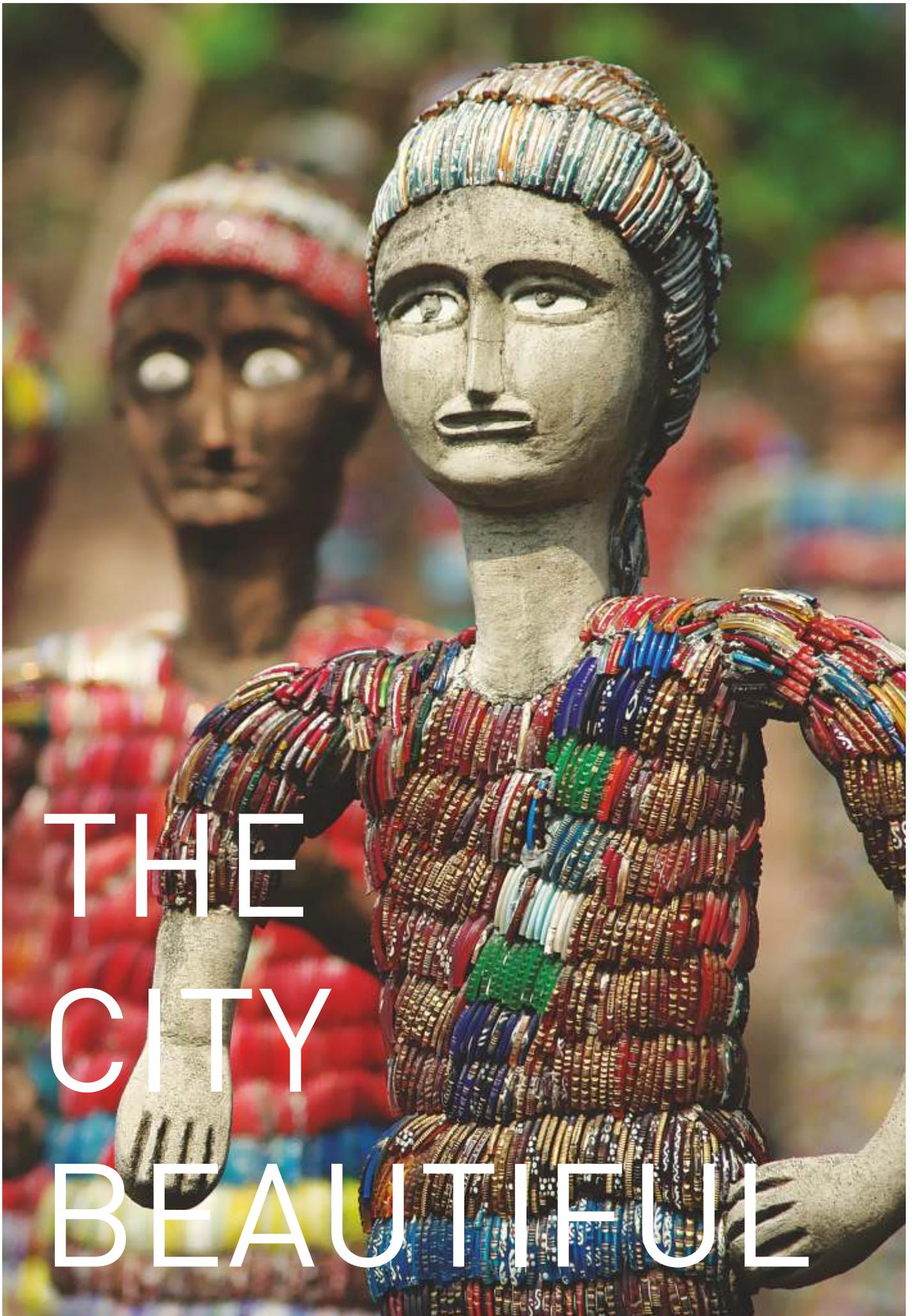


CHITKARA UNIVERSITY HIMACHAL PRADESH

Chitkara University was established in the year 2008 by the Himachal Pradesh State Legislature under the "Chitkara University Act". Chitkara University is a government recognized University with the right to confer degrees as per the sections 2f and 22(1) of the UGC Act, 1956 and is included in the list of universities maintained by the University Grants Commission. Our 17 acres campus located at Atal Shiksha Kunj in Barotiwala is 32 kms from Chandigarh and 12 kms from Pinjore. It currently has more than 4000 full time students. and over 1000 faculty.

Chitkara School of Engineering & Technology (CSET) was established in the year 2008. Since inception, CSET has been at the forefront of forging strong collaborations with companies like ARM, Cadence, Microsoft, etc. In a short time it has become one of the premier Engineering Institutions of the country.

We offer full time Degree Programs in : **Engineering**



THE
CITY
BEAUTIFUL

Chandigarh

A million people; infinite possibilities

Located in the foothills of the Shivalik mountain ranges, Chandigarh is India's best planned city, with world renowned architecture and an unparalleled quality of life. The face of modern India, Chandigarh, is the manifestation of a dream that Pt. Jawahar Lal Nehru envisaged and Le Corbusier executed.

Chandigarh was the first planned city in India post independence in 1947 and is known internationally for its architecture and urban design. The city has projects designed by architects such as Le Corbusier, Pierre Jeanneret, Jane Drew and Maxwell Fry. It is an urban showpiece - where plants and trees are as much a part of construction plans as the roads and buildings.

Chandigarh and its surrounding areas, namely Mohali and Panchkula are on their way to become the north Indian hubs for IT industry with major presence of companies such as Infosys Technologies, Dell, Tech Mahindra, Quark and Wipro. Chandigarh is also home to several regional offices for major multinational banks, retail establishments and real estate corporations.

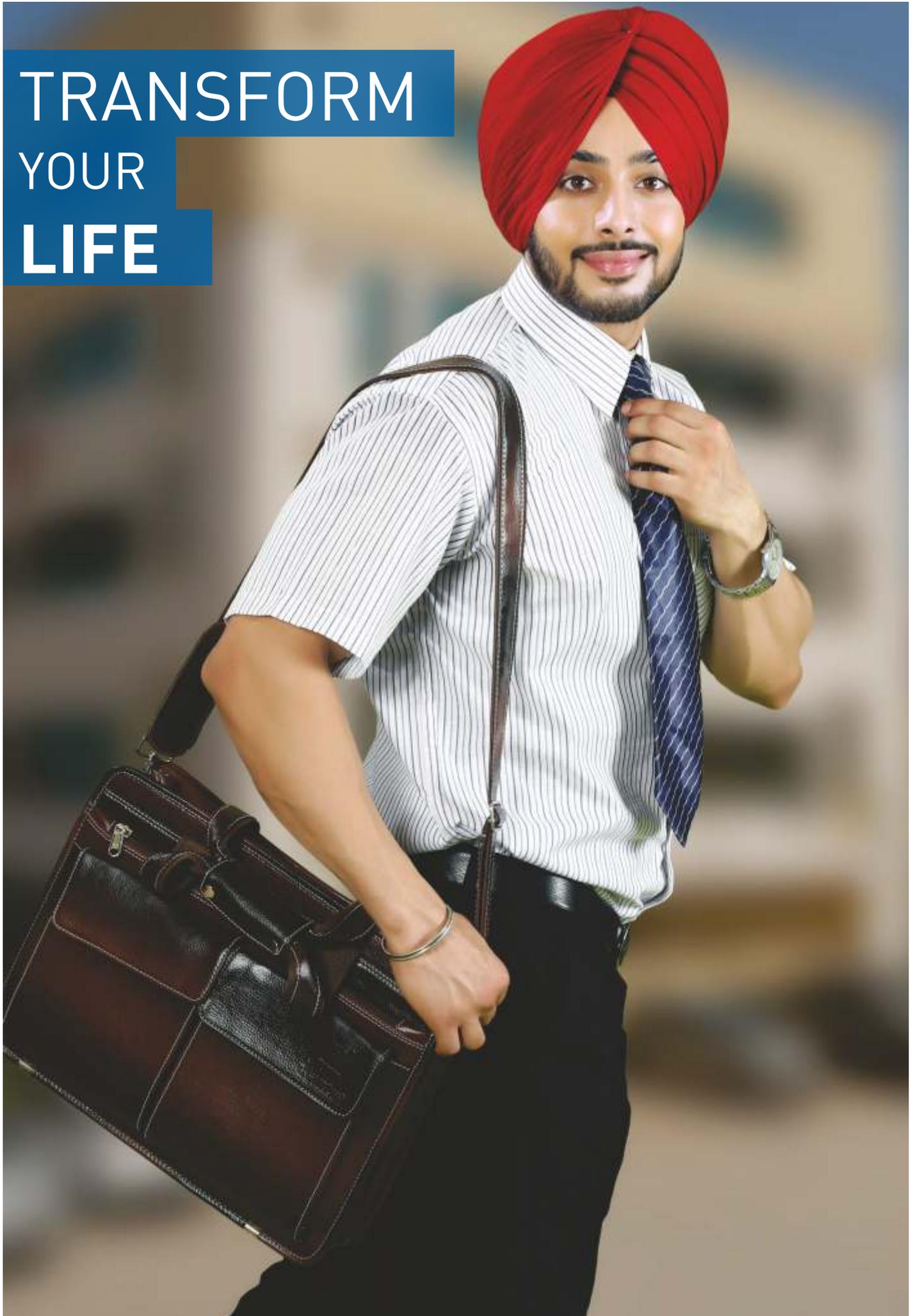
With its world class infrastructure and highest per capita income Chandigarh is fast emerging as the entrepreneurship hub of the country.

Chandigarh is also attracting the service industry, education, health, food processing and a host of other companies who view it as their regional center for all north Indian states namely Jammu & Kashmir, Himachal Pradesh, Uttarakhand, Punjab and Haryana.

- Chandigarh is a city that comes under eTimes' 15 best Asian spots. eTimes magazine has dubbed Chandigarh as 'the thinking man's city' amidst a continent of mindless growth
- In major surveys, Chandigarh beats Bangalore, Chennai & Hyderabad in the overall ranking of India's best cities for doing business.
- A confederation of Indian Industries (CII) commissioned study has ranked Chandigarh as the overall third best city for doing business among 35 cities with an urban population exceeding population of one million.

With easy connectivity to major cities across India by flight as well as rail Chandigarh serves as the gateway to northern India. There are also direct flights to connect with the rest of the country mainly Mumbai, Delhi and Bangalore. Indian rail network connects this city to various Indian cities chiefly Delhi, Shimla, Lucknow, Jaipur, Mumbai, Goa and Kerala.

TRANSFORM
YOUR
LIFE



Why Sales is the Best Career in the World!

With competitive salaries and perks, the chance to work in industries that interest you and a culture of being judged by your results, a sales career could offer just what you want from a graduate job.

Sales people can be found working across virtually every industry sector imaginable, from manufacturing to distribution and services, persuading customers to buy their company's products and looking after the needs of existing customers in areas including:

- **FMCG – fast moving consumer goods**
- **consumer durables**
- **industrial supplies**
- **Pharma**
- **Media**
- **IT- Hardware & Software**
- **Services –Airlines/Banking/Financial Services etc.**

Here are a few examples of the jobs that are available across the sales industry:

Tele-Sales Executive: cold calling potential customers and closing the deal over the phone

Direct Sales: visiting customer's homes to sell consumer goods, usually without an appointment

Field sales: typically responsible for increasing sales within a specific geographic territory

Business development: selling to new customers and increasing revenues of existing clients

Account Management: identifying opportunities to grow existing customer base

Sales Manager: oversee, motivate and lead a team of sales staff ensuring that targets are achieved

If you think sales doesn't require a formal degree, think again! The skills you develop during your degree will be invaluable. The reason why many multinational companies run graduate sales schemes is precisely because they want to exploit the skills, knowledge and talent which graduates can bring to the marketplace.

Still not convinced? One of the best things about a sales career is the salary package - unlike most other careers, you are actually rewarded for the work you put in. Promotion is based on results and it is not uncommon for good sales executives to find themselves moving into management positions quicker than they would in another industry sector. Companies usually offer a neat basic package, plus the chance to earn commission if you reach your sales targets.

Other perks often include a company car after a certain time period and all the usual extras including pensions and life assurance. Career progression in sales is usually good too. Since sales is across all sectors, you can quite easily move into other positions and industries. Depending on where you work, you can, relatively speaking, climb to the top in a very short time period.

And the icing on the cake: Sales people are always required. No matter what the industry. No matter what the situation. You'll always be in demand.

Why Chitkara College of Sales & Retail Marketing

1 A RIGOROUS, FLEXIBLE CURRICULUM

Chitkara College of Sales & Retail Marketing views the world-and the traditional business degrees-differently. Our strengths include intrinsic focus on sales curriculum topics that will matter in the next global economy.

2 PASSIONATE SCHOLARS AND TEACHERS

You will also learn from experienced teaching staff and be exposed to some of the industry's top employers through opportunities such as field trips, internships, real-life scenarios and practical assignments, guest lectures from industry professionals and networking events.

3 100% CAMPUS RECRUITMENT

Chitkara University has established an unassailable reputation for strong on-campus recruitments on the sheer virtue of our intensive focus on making all our graduates "industry ready". Our students have gained employment in diverse professional roles and business areas across the globe. From negotiating industrial relations to analyzing the stock market, devising marketing strategies or designing business information systems, your Chitkara University degree can lead to varied and rewarding career paths.

4 DEVELOPING INNOVATIVE LEADERS

Chitkara College of Sales & Retail Marketing maintains strong links with industry to ensure we are effectively serving the needs of both, our students and the workforce. Our advisory board-groups of industry experts from FMCG, Banking, Financial Markets & Consulting - review our study programs regularly to make sure what you learn is relevant.

5 LEARNING BY DOING

Chitkara College of Sales & Retail Marketing curriculum is based on the framework of strategic competitiveness, which teaches the concepts of creativity, entrepreneurship, innovation, sustainability, leadership and incisive decision making. You will learn how to compete-and create transformative change-in business.

6 GLOBAL PERSPECTIVE

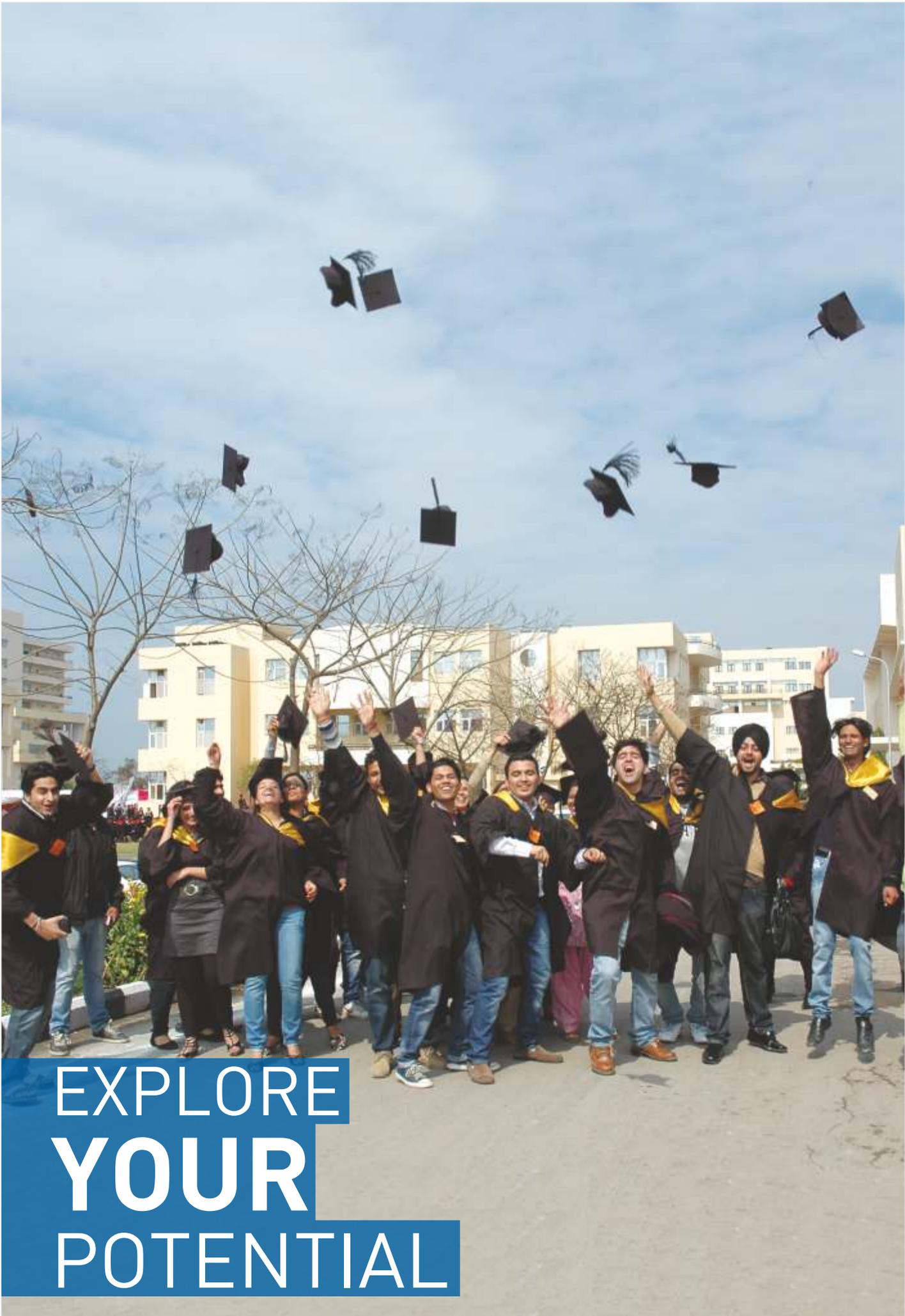
As businesses increasingly cross national borders and networks develop between global companies, it's becoming even more important to expand your horizons, understand diverse environments and be adaptable to different business situations. As a Chitkara student, you will be part of a well recognised international alumni network.

7 LEARNING ENVIRONMENT

Technology is ubiquitous around the CCSRM campus. We speak the language-and you will, too.

KICK-START YOUR CAREER





EXPLORE
YOUR
POTENTIAL



Industry Collaborations

Chitkara College of Sales & Retail Marketing has established an unassailable reputation for very strong on-campus recruitments on the sheer virtue of our intensive focus on making all our graduates “Industry Ready”. We aim to provide resources to succeed in tomorrow’s changing global job market and are committed to help each and every student attain a position best suited to his/her long term career goals.

Some of the major corporates of the country have endorsed our programs in Sales & Marketing and collaborating with us in providing internships and full time placements for our graduating students.

Courses valued by Industry

Chitkara College of Sales & Retail Marketing maintains close link with leading corporations and professional associations to deliver most of our professional programs. Through these alliances we stay in touch with industry, ensuring that our courses are relevant, practical and deliver the skills in demand allowing our graduates to hit the ground running.

ManpowerGroup



ManpowerGroup the world leader in innovative workforce solutions, creates and delivers high-impact solutions that enable our clients to achieve their business goals and enhance their competitiveness. With over 60 years of experience, our \$22 billion company creates unique time to value through a comprehensive suite of innovative solutions that help clients win in the Human Age. These solutions cover an entire range of talent-driven needs from recruitment and assessment, training and development, and career management, to outsourcing and workforce consulting. ManpowerGroup maintains the world's largest and industry-leading network of nearly 3,600 offices in over 80 countries and territories, generating a dynamic mix of an unmatched global footprint with valuable insight and local expertise to meet the needs of its 400,000 clients per year, across all industry sectors, small and medium-sized enterprises, local, multinational and global companies. The ManpowerGroup suite of solutions is offered through ManpowerGroup Solutions, Experis, Manpower, and Right Management.

Highlights:

- Established 1948 in Milwaukee, Wisconsin, United States.
- 400,000 Clients worldwide.
- 3,600 Offices worldwide in 80 countries and territories.
- 31,000 Staff Employees worldwide in 2011.
- 12 million people have received training and development services through ManpowerGroup brands.

ManpowerGroup and Chitkara University have teamed up for creating a trained pool of man power for sales and retail jobs.

Metro Cash & Carry



METRO Cash & Carry pioneered the self-service business-to-business wholesale concept. Our dynamic business model adapts seamlessly to the most demanding markets. Headquartered in Dusseldorf, Germany, METRO Cash & Carry is the largest sales division of the € 67.3 Billion METRO Group, one of the world's leading international trading and retail companies.

METRO's success story began over 4 decades ago in 1964, with the opening of its first wholesale distribution centre in Germany. Today, the company is a leading player in almost every market it operates in, with around 700 wholesale centres across 30 countries.

CCSRM runs Retail Associate Excellence programs in collaboration with Metro Cash & carry.

Fortis Healthcare Ltd.



Fortis Healthcare Limited is a leading, pan Asia-Pacific, integrated healthcare delivery provider. The healthcare verticals of the company span diagnostics, primary care, day care specialty and hospitals, with an asset base in 7 countries, many of which represent the fastest-growing healthcare delivery markets in the world.

Currently, the company operates its healthcare delivery network in Dubai, Hong Kong, India, Mauritius, Singapore, Sri Lanka, and Nepal with 76 hospitals, over 12,000 beds, over 600 primary care centres, 191 day

care specialty centres, over 230 diagnostic centres and a talent pool of over 23,000 people.

Fortis Healthcare has been at the forefront of providing quality healthcare services and has raised the bar of quality standards in country. Due to its excellent quality care and safety for patients, Fortis Hospital Mohali has received the highly prestigious JCI accreditation (Joint Commission International) and NABH accreditation (National Accreditation Board for Hospitals and healthcare providers), the highest national recognition for quality patient care and safety.

Fortis Healthcare is driven by the vision of becoming a global leader in the integrated healthcare delivery space and the larger purpose of saving and enriching lives through clinical excellence.

All Management programs in Healthcare offered by Chitkara University are in collaboration with Fortis Healthcare which is one of the leading healthcare providers in Asia.

Cafe Coffee Day



Welcome to Cafe Coffee Day, India's favourite coffee shop where the young at heart unwind. We're a division of India's largest coffee conglomerate, the Amalgamated Bean Coffee Trading Company Limited (ABCTCL). Popularly known as Coffee Day. With Asia's second-largest network of coffee estates (10,500 acres) and 11,000 small growers, Coffee Day has a rich and abundant source of coffee. This coffee goes all over the world to clients across the USA, Europe and Japan, making us one of the top coffee exporters in the country.

Our mission is a simple one. To be the best Cafe chain by offering a world class coffee experience at affordable prices.

Our CafÈ Managersí training program is run in association with CCD, with over 1500+ cafes spread across 200 cities/towns across India.



Shoppers Stop Ltd is a professionally managed and systems driven organisation promoted by the K Raheja Corp Group (Chandru L Raheja Group), one of the leading players in the country in the business of real estate development and hotels.

Pioneer of modern retail in India, Shoppers Stop Ltd has been instrumental in bringing about retail revolution in India. Since it opened its doors, the chain has become the highest benchmark for the Indian retail industry. Since its inception in 1991, Shoppers Stop Ltd has introduced various retail formats in India. Apart from the flagship business of department stores, there are also specialty stores for books, home decor and maternity care & infant care.

Symbolizing the era of global recognition for Indian retailers, Shoppers Stop Ltd is the only Indian retailer to be shortlisted in the Retail Advertising Award category for its in-store marketing at the retail industry's globally recognized event ñ World Retail Congress. Shoppers Stop had been named the 'Emerging Market Retailer of the Year' at the prestigious World Retail Awards, which took place on 10th April '08, in Barcelona. The World Retail Congress is the most influential and highest profile gathering of the retail industry across all retail segments across the globe.

Shoppers Stop is India's largest retail chain of large format department stores with 51 stores in 22 cities across the country occupying an aggregate area of over 2.7 million square feet with an offering of more than 400 finest international and national brands.

CCSRM runs Fashion Retail Management programs in collaboration with Shoppers Stop, which is one of India's largest retail organizations.



BSE Institute Ltd. (BIL) is a wholly owned subsidiary of BSE Limited. BIL conducts a wide range of programs ranging from 1 day workshops to a two year full time post graduate programs in financial markets. BIL trains over 10,000 participants a year.

BIL also conducts certification exams for financial market professionals to enable them to practice their profession in various areas like cash markets, derivatives, and mutual funds. Every year we certify over 40,000 market professionals.



When Safexpress- India's largest Supply Chain and Logistics Company, envisioned the skill need in the supply chain & logistics industry, It founded Safeducate. Ever since, Safeducate has made its presence strongly felt by nurturing competent workforce and continuously striving towards developing a talent pool of proficient supply chain and logistics professionals. Led by the alumni of Stanford, Columbia and Cambridge Universities, the team blends rich operational experience

with international know-how and best practices to create programs which are extremely stimulating, hands on and industry focused.

Safeducate in partnership with Chitkara University runs various programs on supply chain management.



Retail Scenario in India

Retailing in India is one of the pillars of its economy and accounts for 14 to 15 percent of its GDP. The Indian retail market is estimated to be US\$ 450 billion and one of the top five retail markets in the world by economic value. India is one of the fastest growing retail markets in the world, with 1.2 billion people. As of 2013, India's retailing industry was essentially owner manned small shops. In 2010, larger format convenience stores and supermarkets accounted for about 4 percent of the industry, and these were present only in large urban centers. India's retail and logistics industry employs about 40 million Indians (3.3% of Indian population).

"The Indian retail market is poised to reach USD 1.3 trillion by 2020 and therefore it will provide a tremendous growth opportunity for retail and FMCG players alike. With all multinational brands coming to India, there is going to be explosion of jobs in the retail sector .

Chitkara College of Sales & Retail Marketing aims to create a primary resource centre for all retail manpower specialization. The curriculum structured by industry experts, include classroom lessons, case studies, management games, interactive sessions, seminars, role plays, exercise, workshops, project and group activities. Our programs in Sales and Retail Marketing are commercially relevant, ensuring that the students of Chitkara College of Sales & Retail Marketing maximize their employment and growth prospects.



World Class Faculty

Tradition of Teaching Excellence

Chitkara University faculty members are explorers and discoverers, seeking new ideas and insights at the frontiers of knowledge. They are internationally recognized leaders in the study of the economic, social, political, and technological forces shaping global markets today.

The faculty at Chitkara College of Sales & Retail Marketing includes people from core academics having vast experience in academics and industry. Among our talented faculty, you meet academic scholars with doctorate degrees, experts from Industry and authors of important texts in Business, Economics and research developing fresh approaches in the field of marketing, finance and human resource management. Our faculty enjoys a good reputation and strong relations with leading industrial houses in terms of consultancy and research work.

Chitkara College of Sales & Retail Marketing faculty members play an active role in national and international business communities, serving as consultants, board members, and speakers at major business conferences and seminars.

With serious students and talented teachers, you will become a stakeholder in pursuit of purposeful learning and experience. Faculty at Chitkara College of Sales & Retail Marketing is striving hard to impart best of professional experience to management students through its fast growing & challenging academic environment.

One-on-one discussions with the professors make the classes very interesting and interactive. The faculty is very helpful and approachable at all times ñ even for the slightest of doubts. We have a lot of group projects and presentations which help students in team-building, understanding and bonding with our classmates.

Our Pedagogy

Our BBA in Sales & Retail Marketing will prepare students for the real world and offer the opportunity for practical, hands-on experience, internships and projects .

The use of experiential learning tools

"What you hear - you forget, what you see - you remember, what you do - you understand" said Confucius. We do agree! The use of experiential learning tools engage individuals and teams in challenges, gently prodding them to reflect upon these experiences critically, derive useful insight, and incorporate the results through a change in understanding and/or behavior to the workplace

The use of "The Power of Play"

Play and work, we believe are mutually supportive. Play can bring back newness and excitement to the job. It helps us deal with difficulties, promotes mastery of our craft and is an essential part of the creative process. As it is said, play is called "recreation", because it makes us new again. It re-creates us and our world. A little true play in ones life can bring back everything else, including work, back in balance

The Power of Facilitation

Unlike in training programs where inputs are largely one-way from the trainer to the audience, we believe that you know your situation best. And the solutions to the issues you face also lie with the group. Hence, we believe that we can only be catalysts, who - with the aid of facilitation, bring forth and surface this understanding to the fore, so that the group functions more effectively as a team.

Role Plays / Experiential Exercises

The students are encouraged to learn concepts of sales & retail marketing through role plays, short projects, experiential exercises and practical assignments. The students benefit from these practicals, as they are able to relate theory with practice. Regular visits to industry are especially designed to ensure that the students learn about structural and functional aspects of management. The delivery of the courses

includes research work that enables the students to understand the nuances of Sales & Retail Marketing world on the basis of their interaction with the various participants of research. Theatre technique is constantly used to upgrade the communication and presentation skills of the students.

Corporate Internship

Students undergo internships in the companies and industry of their own choice to learn the practical functioning of sales & marketing organization. The students are supposed to undergo research project and prepare thorough reports on the work done during summer internship. To support the students, Faculty mentors are allotted to each individual student for better learning and completion of project.

Integrated Learning Project

Students are required to undergo Integrated Learning Projects as a part of the program. It includes reading newspapers & management books of international repute. Besides this, it includes presentations on various Sales & Retail Marketing issues relevant to the current business environment in the groups.

3 Year BBA in Sales & Retail Marketing

The focus of 3 Year intensive program is to craft proficient entry-level professionals who are trained in sales and marketing domains and have high customer orientation skills and creating first-day-first-hour industry-ready sales and marketing workforce for the industry. The program is offered with 100% placement assistance with partner organisations which ensures a successful career start in various industry domains such as FMCG, Retail, Banking and other related sectors.

PROGRAM OBJECTIVES

- An understanding of the environment within which all businesses operate and the ways in which different organisations are structured
- A working knowledge of the principles and practice of selling and an understanding of its importance as part of the marketing mix
- An understanding of the sales and marketing concept and an appreciation of how the sales function is organised
- The program also provides students with the knowledge and skills necessary to enable them to perform adequately in any single functional area of sales and marketing

This unique program in 3 Year Sales & Retail Marketing would consist of the following modules.

MODULE – 1 Soft Skills and Personality Development

Attitude, Communication & Knowledge are three essentials for students to succeed in their lives. We emphasize more on these three aspects thoroughly to make our students competent and capable professionals.

We provide specially designed training program to the students in order to improve their employability skills and to prepare them to face the interview boards more effectively. The objective of this program is to provide the students with an integrated module of personality enhancement emphasizing those areas which are essential for the overall growth and development of a confident and well groomed professional.

In a recent survey of recruiters from companies with more than 50,000 employees, communication skills were cited as the single most important decisive factor in choosing employees. The survey points out that communication skills, including written and oral presentations and an ability to work with others are the main factors contributing to job success.

At CCSRM, our qualified in-house trainers for communication skills provide language training where students learn to speak and communicate effectively. Sufficient opportunities are provided to our students to master their language skills through group discussions and presentations.

MODULE - 2 Sales & Marketing Skills

The key learning outcomes from this module will be as follows

- The sales cycle
- How and where to find new clients
- Use the phone effectively to set up appointments
- Dressing for success
- Customer service & the impact on sales
- Overcoming fears and limiting beliefs
- Time and focus management
- The power of goal setting
- Brochures, print ads, radio and TV
- Working with the media
- Internet marketing strategies
- Characteristics of successful salespeople
- How, where and when to network
- Planning and setting targets
- Powerful questioning and listening skills
- How to deal with different personality types
- Understanding body language
- Communication and negotiation skills
- Maximizing your marketing program
- Marketing mistakes to avoid
- Branding
- Search engine optimization

MODULE - 3 Advanced Sales & Marketing Specialization

- Direct Marketing
- Brand & Product Management
- Financial Management
- Presentation Skills
- Integrated Marketing Communication
- Sales Force Mgt. & Sales Promotion
- Consumer Segmentation
- Retail & Distribution Management
- Customer Service Management
- Negotiation Skills
- Business Law & Ethics
- Leadership & Organisation Behavior

The key learning outcomes are as follows

- Time and focus management
- Councilor selling
- Attitudes, beliefs and outcomes
- How to present to groups
- Customer services and the effects on sales
- Advanced negotiation skills
- Goal setting
- Action planning

MODULE - 4 Domain Specialization in various industry sectors

We will have special modules for various industry sectors such as FMCG, Banking, Retail, Automotive & Telecom depending on student interest. It would be conducted in association with our industry partners and would be designed to kick-start your career in the industry of your choice.

MODULE - 5 Internship

Students will be placed with our partner organisations in various domains such as Banking, FMCG, Retail and Telecom for 6 months. Students' choice will be given preference as they may choose the domain in the

The key learning outcomes are as follows

- Designing a marketing program
- Understanding the various forms of marketing
- Brochures, print ads and newsletters
- Working with the media
- Branding
- Website development and design
- Website optimization
- Marketing on the internet



CAREER OPPORTUNITIES FOR SALES & RETAIL MARKETING PROFESSIONALS

Given below are some of the companies which have huge requirement of Sales & Marketing personnel. At Chitkara College of Sales & Retail Marketing we are collaborating with major blue chip companies so that you can start your career with flying colors.

FAST MOVING CONSUMER GOODS



RETAIL



BANKING & INSURANCE

TELECOMMUNICATION

AUTOMOBILES

QSR'S (QUICK SERVICE RESTURANTS)

PHARMACEUTICAL

MEDIA & JOURNALISM

		
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HOSPITALITY & TOURISM



Eligibility Criteria

- 1) The candidate should have passed Class XII in any stream from a recognized Board / Institute.
- 2) Candidate having compartment in any subject will not be considered.
- 3) Candidate will have to appear for a Personal Interview.

Fees

COURSE DURATION	1 st SEM	2 nd SEM	3 rd SEM	4 th SEM	5 th SEM	6 th SEM	*ERP FEE	*CAUTION FEE
3 Years	25,000	25,000	25,000	25,000	25,000	25,000	4,000	10,000

* Only at the time of admission

www.chitkara.edu.in
admissions@chitkara.edu.in

For more information about the University
give a miss call on 1800 267 1999

Admissions Helpline:
+91 95011 05714 | 95011 05715



CHITKARA
COLLEGE OF
SALES & RETAIL
MARKETING



CHITKARA UNIVERSITY
CHANDIGARH INFORMATION CENTRE
SCO 160-161, Sector 9-C | 160 009 | India

CHITKARA UNIVERSITY (PUNJAB)
Chandigarh-Patiala National Highway | Punjab- 140 401